



# Lead Qualification Survey

This form is designed for your use during the initial telephone call with homeowners interested in a remodeling project. It offers a series of questions that you can use to determine the homeowner's needs and ability to begin a remodeling project.

## Ownership

Homeowner Name \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Home Phone \_\_\_\_\_ Office Phone \_\_\_\_\_

Type of Project \_\_\_\_\_

Do you own your home? .....  Yes .....  No

## Designs / Plans

How long have you been planning this project? \_\_\_\_\_

Do you have a design developed? .....  Yes .....  No

Do you want to provide design drawings? .....  Yes .....  No

Have you been through the remodeling process before? .....  Yes .....  No

Have you met with any other contractors? .....  Yes .....  No

## Budget Discussion

Do you know your budget range? \_\_\_\_\_

Do you need financing? .....  Yes  No  Other (below)

## Qualify Our Interest

Is this a project that we would like to pursue? .....  Yes  No  Other (below)

## Tell Our Company's Story

We've been in business for \_\_\_\_\_ years

Our specialty is \_\_\_\_\_

Our strongest experience is in doing \_\_\_\_\_

What makes us unique is \_\_\_\_\_

I'd like to introduce myself \_\_\_\_\_

You'll be working with \_\_\_\_\_

## Set the Appointment

What is the best time that you can meet? \_\_\_\_\_